

A full-page advertisement for Marlboro cigarettes. The background is a desert landscape with rolling sand dunes under a clear blue sky. A cowboy on a dark horse is silhouetted against the sky, riding across the dunes. A large, full moon is visible in the upper left. The text 'Come to Marlboro Country.' is written in a large, white, serif font across the middle of the image. In the bottom left corner, there is a white rectangular box containing a warning. In the bottom right corner, there is a small white box containing nicotine and tar information. At the very bottom, there is a red Marlboro cigarette pack with a single cigarette resting on top of it.

Come to Marlboro Country.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide**

*tar/nicotine av. per cigarette by FTC method
16 mg. "tar," 1.2 mg. nicotine av. per cigarette by FTC method

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